(DATE)

Dear Retail Masters Participant:

As you know, we have previously found that you were not in compliance with your contractual obligations under our Retail Masters Agreement (the "Agreement"). While we gave you time to cure your breach of the Agreement, we also informed you that continuous non-compliance with the Agreement would result in its termination.

Recent visits to your retail establishment by our Sales personnel have established that you continue to be in breach of the Agreement.

Accordingly, this is to inform you that, pursuant to its provisions, the Agreement is hereby terminated.

PHILIP MORRIS USA

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